

## ABSTRACT OF THE DISCLOSURE

A view restriction method surely blocks a program voluntarily designated by a viewer from view. When a restricted program is designated by the viewer (step S1), receiver identification information for identifying a receiver of a viewer is associated with the restricted program (step S2). View restriction information is broadcasted together with the restricted program in a broadcasting time range of the restricted program (step S3). At the receiver, the view restriction information is captured (step S4). At the receiver, display of the restricted program is restricted if the receiver identification information included in the view restriction information matches that set at the receiver (step S5).